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**PATENT 8552** 

Docket No: 9116-645

**CERTIFICATE OF MAILING** 

I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, DC 20231 on 1-14-2002

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Lynne W. Moore

## IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicants:

HUGHES, Larry J., et al.

RECEIVED

Serial No.:

09/874,853

Group Art Unit:

FEB 2 0 2002

Filed:

June 5, 2001

Examiner:

**Technology** Center 2100

For:

IN-CHANNEL MARKETING AND PRODUCT TESTING SYSTEM

## INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents Washington, DC 20231

Dear Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98 Applicant herewith submits certain patent references which the Patent & Trademark Office may wish to consider in examining the above-identified application. The references are listed on the attached Form PTO-1449.

Copies of the listed references are also provided. No representation is made or intended that a prior art search has been made or that no better art than that listed is available.

Please charge any fees required, or credit any overpayment, to Deposit Account No. 04-1133.

Respectfully submitted,

By:

John F. Colligan

Registration No. 48,240

Attorney for Applicants

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Cincinnati, Ohio 45202

(513) 977-8222

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FORM PTO - 1449 LIST OF PATENTS AND PUBLICATONS FOR APPLICANT'S INFORAMTION DISCLOSURE STATEMENT								ATTY DOCKET.: 9116-645 APPLICANTS: HUGHES, Larry J., et al. FILING DATE: JUNE 5, 2001 FOR: IN-CHANNEL MARKETING AND PRODUCT TESTING SYSTEM				SERIAL NO. 09/874,853 GROUP		
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	ab	5	2	5	5	2	1	1	October 19, 1993	Redmond				
	ac	5	9	7	0	4	7	1	October 19, 1999	Hill				
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	ba	Communications of the ACM - "Electronic Shopping"; Gerald L. Lohse and Peter Spiller; July 1998/Vol. 41. No. 7, pp. 81-88.												
	bb	"Quantifying the Effect of User Interface Design Features on Cyberstore Traffic and Sales"; Gerald L. Lohse and Peter Spiller; CHI 98 18-23; April 1998, pp. 211-218.												
	bc	Shopper's Eye: "Using Location-based Filtering for a Shopping Agent in the Physical World"; Andrew E. Fano; 1998, pp. 416-421.												
	bd	"Opportunistic Exploration of Large Consumer Product Spaces"; Doug Bryan and Anatole Gershman; 1999 ACM, pp. 41-47.												

**EXAMINER** 

DATE CONSIDERED

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9116-645

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and no considered. Include copy of this form with next communication to applicant.